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ABSTRACT

The economic and social factors affecting the publication of scholarly and scientific/technical material throughout the world following World War II are identified and discussed. An outline of the state of scholarly publishing immediately following the war precedes considerations of the role of university press in scholarly and technical publishing, the relationships between university presses and their parent institutions, libraries as a market for university press publications, the specific problems associated with scientific and technical publication, and publishing programs sponsored by learned societies and philanthropic foundations. Some developments in scholarly publishing which took place during the 1960s in Canada, Australia, Africa, Asia, India, and Great Britain are briefly described. Statistical data on changing levels of book production, scholarly book and periodical publication, sources of finance and profit levels in commercial and scholarly publishing, and academic libraries as a market for scholarly materials are presented and analyzed. Some of the current problems confronting scholarly publishing are reviewed. Cost and production data are summarized in 10 tables, and a 27-item reference list is included. (JL)

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A Survey of Scholarly Publishing:

1945-1970

By

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I. INTRODUCTION

During the period immediately following World War II, through 1970, the scholarly publishing enterprise experienced countervailing forces of international growth and sharply rising production and distribution costs.

The six years of general warfare between 1939 and 1945 seriously disrupted the entire flow of scholarly information in most of Europe and retarded the production of American scholarship as well. Consequently, the beginning years of the period under consideration are characterized by a hurried resumption of the production of scholarly writing which accumulated, unpublished, during the war. To this backlog was added the vast corpus of scientific and technical knowledge gained as a result of military research efforts, further overloading traditional publication channels.

The period from 1945 through 1970 was one of considerable growth in both general and scholarly publishing. During these years, book title production rose by 450.8% (1, p. 808) while periodical title production increased by 45.7% (1, p. 810). Accompanying this growth, scholarly publishers identified a number of issues which grew in importance during the period and which are implicit in the enterprise itself. The issues were highlighted near the beginning of the period by Colwell (2).

Chief among the problems facing scholarly publishers was the persistence of publication as the criterion for promotion and tenure in American universities. This problem, of course, has remained. Doctoral dissertations, which were required to

be published at that time, were also required to be "original contributions" to knowledge. At present, most are unpublished and need only offer evidence of ability to work independently to qualify for acceptance, a course proposed by Colwell (2, p. 517). He suggested that monographs and articles published actually be both significant and scholarly. More journals were needed, and serial publication of articles as occasional papers rather than as full journals was suggested (2, p. 518). While a good deal of support was available for research conducted by teams, generally involved in large projects, a need was perceived for support for smaller projects conducted by individual scholars. Concern was expressed for the proliferation of journals which were really "house organs," containing highly specialized and topical work of little general interest. The need for the development of younger scholars was noted. Finally, general concern was expressed for scholarly publishing in Europe which had been destroyed during the war (2, p. 519).

In the sections that follow, the state of scholarly publishing in post-war Europe will be examined. Issues of the period will be highlighted. These include refining the relationship between university presses and their parent institutions, developing a greater understanding of the relationship between scholarly publishers and libraries, establishing and adhering to standards of excellence for scholarly manuscripts published, assessing the importance of association and learned society publication, and involving foundations to a greater degree in funding of dissemination of research results. Following an

examination of these issues, the state of scholarly publishing in several international areas during the 1960's will be surveyed. This will be followed by some consideration of financial and production trends during the period. Conclusions will follow these analyses.

II. POST WORLD-WAR SCHOLARLY PUBLISHING

The effects of the war completely changed scholarly publishing in Europe. German channels, predominant in pre-war times, were superseded by Swiss publishers. German science and technology was all but destroyed and could only be revived by massive aid from Britain and the United States. The promise of expanding markets for American and English technical publications which accompanied an increase in the use of the English language was tempered by concern over the ability of European scholarly publishing to recover from the ravages of war (3, p. 47).

Britain and the United States both faced shortages of paper, fuel, and of scientific personnel, most of whom were committed to military research. While a great body of scientific knowledge had been compiled during the war, much of it was classified and, thus, unpublishable. A growing proportion of research was government-sponsored and some scholars perceived security regulations as a form of censorship (3, p. 47).

In France, book production dropped from 8,124 titles in 1939 to a low of 3,888 titles in 1941, but quickly recovered to pre-war levels, with 8,982 titles produced in 1946 (3, p. 49). After the war, French scholarly publishing emphasized pure and natural sciences (4, p. 56). A commission was organized to translate American technical books on industrialization into French (3, p. 49).

Switzerland replaced Germany as a primary publisher of

technical material (4, p. 57). Book production rose from 2,162 titles in 1938 to 3,949 titles in 1945 (3, p. 49).

In Holland, scholarly publishing had been highly cartelized for over 100 years. Many Americans found Dutch regulations on publication unacceptable due to predilections for more open competition (3, p. 47). Scholarly publication resumed its pre-war level in Holland by 1947 (4, p. 57).

Scholarly publishers in Italy were almost completely wiped out by the time the war ended. Shortages of paper and power retarded recovery. Production fell from 9,736 titles in 1939 to 4,068 titles in 1945. Italian scholarly and technical books of this period emphasized building and road construction, and small manufacturing (3, p. 51).

Swedish technical book production rose from 2,284 titles in 1939 to 5,509 titles in 1945. Prior to the war, German technical authors dominated Swedish production. After the war, German authors had been replaced by Americans (3, p. 51). Norwegian production in English also increased. In Norway, the universal paper and power shortage was compounded by worn out machinery. Book production rose from 1,233 titles in 1939 to 1,437 titles in 1945, increasing substantially in 1946 to 1,893 titles (3, p. 53). In Denmark, most scholarly publication had been in foreign languages to achieve wider distribution of the material. Denmark also suffered from the paper shortage (3, p. 52). Book production had not resumed the pre-war level by 1946. In 1939, 492 titles were produced, falling to 396 titles by 1945, but recovering somewhat to 449 titles by 1946 (3, p. 53).

In Germany scholarly publishing was almost nonexistent at the end of the war. While German scientific and technical book and periodical production before the war exceeded the output of all other European countries combined, by 1945 all publication of scholarly material in Germany virtually ceased. By 1947, however, new scholarly books and journals were appearing in Germany (4, p. 54). Germany shared the shortages of paper, power, and personnel. The partitioning of the country made matters worse. Readily cancellable publication licenses were required by allied military governments. Many manuscripts were held back by German scholars due to unsettled questions of copyright (4, p. 56).

In Poland, book production rose from 1,656 titles in 1939 to 3,248 titles in 1946 (3, p. 52). Checkoslovokian scholarly publishing emerged from a period of no book production during the years 1939-1945 to produce 8,000 titles in 1946 (3, p. 52). This rise was accompanied by a demand for educational and scientific literature from the United States. Austrian periodicals resumed publication in Vienna and were concerned primarily with industry and building (4, p. 57). Russia began restricting periodical exports as the war ended and little scientific or technical material was received from there or from Russian satellite countries (4, p. 57).

Scholarly publishing, then, reflected the general exhaustion experienced by the participants in the war. The difficulties faced varied from one country to another, ranging from disruptions due to paper shortages and dislocation of scholarly personnel at the least to near-total distruction of the printing and

publishing industry and permanent loss of personnel at the worst. After a period of reconstruction, scholarly publishing was to experience sustained and substantial growth through the period 1945-1970.

III. CONCERNS OF THE PERIOD

Following the period of rebuilding from 1945-1947, scholarly publishing resumed full-scale operations. At the same time, important issues arose and relationships required redefinition to accommodate the changed state of the world. The war experiences had convinced even the most skeptical that economic and political power was intimately tied to the availibility of knowledge and access to information. It became obvious that scholarly publishing was of such importance that it could not be resumed at the liesurely pace of former times. If knowledge, particularly that produced by scholars, was the key to power, then it must be vigorously pursued and disseminated rather than casually discovered and slowly produced. University presses would have to become more professional and businesslike.

University Presses and Parent Institutions

Alfred Knopf addressed these issues in 1947 (5). He pointed out that university presses, like the ancient Hebrews in Egypt, were required to "make bricks without straw," to bring prestige to the parent institution without costing it anything. Stevens (6) placed the responsibility for publication of scholarly work squarely on the university presses. They require a solid budget, and should be required to publish only high quality work. Surer standards for decisions on manuscripts were called for (6, p. 521). Frugé (7) suggested university presses publish on two levels. Books which will appeal to purely scholarly audiences form one level, while books with a wider appeal comprise

the other (7, p. 92). He points out that a strong economic base for scholarly presses exists in books that sell steadily over a long period of time. While a large backlist is important to steady sales, Shugg (8, p. 43) points out that unsold books do not become a backlist until manufacturing costs have been recovered from sales. Knopf felt that a distinguished book aimed at a small, known audience is proper material for a university press. He did not exclude manuscripts which promised large sales provided they were of the proper quality (5, p. 527).

University presses were charged by Fruge (7, p. 92) with publishing works of scholarship to be read primarily by other scholars. They should be financially responsible, if not profitable, at the very least breaking even. Smith (9) on the other hand, feels that university administrators are wrong to expect university presses to pay for themselves. He points to a real problem, that universities with presses carry the burden for dissemination of scholarship produced not only by their own scholars but by those employed at universities without presses. Angoff (10) points out that university presses are extensions of the university's teaching function.

Shugg (8, p. 39) and Bowen (11, p. 348) state that university presses are a needed appendage to graduate education and Jeanneret (12, p. 48) felt that parent institutions should view expenditures for university presses as a source of pride. Smith (13) urged university administrators not to rely solely on criteria of profit and loss when evaluating their presses.

He also counseled editors to seek out more difficult markets that promise large readership. Editors should not use their "nonprofit" status as a pretext for unneeded parsimoniousness in their dealings with authors, nor should successful authors be held to contracts with university presses if their books could be better handled by commercial publishers. Editorial standards must be maintained even in the face of economic temptation. At the same time, editors must clearly distinguish between whims and standards (13, p. 50).

In view of the important functions performed by scholarly presses in bringing distinction to institutions and of their importance to graduate education, it became increasingly evident during the period under discussion that university presses were being called upon to serve as more dependable primary sources of scholarly publication, particularly in the United States. At the same time, the presses were required to become more businesslike and fiscally responsible (14, p. 267). Cooperative warehousing and distribution arrangements were successfully developed. Commercial publishing executives brought their expertise to scholarly presses during the 1960's. The problem of overloading existing university presses with work of scholars whose institutions do not sponsor or participate in presses remains.

University Presses and Libraries

The historically close relationship between university presses and libraries deserves attention. The ability to purchase the output of scholarly publishers is a very real constraint on the level of production. Libraries are the main market for university press books (10, p. 2136). Librarians give special consideration in acquisition decisions to university press titles (10, p. 2137). Smith points out that libraries and university presses serve a common cause. Both are specialized institutions for the preservation and dissemination of knowledge. The library attempts to provide as much of the universe of knowledge as possible to the select public it serves, while the university press generally specializes in the publication of material in specific fields while trying to disseminate that specialized knowledge to scholars at many institutions (9, p. 144). Like university press books, scientific and technical journals, indeed, learned periodicals generally, rely upon libraries as a primary market (15, p. 1016).

Scientific and Technical Publishing

Scientific and technical publication is a particularly demanding facet of scholarly publishing. B.C. Vickery (16) estimated in 1968 that 90% of scientific and technical articles appear in only 8,000 periodicals. Publication of this material poses special problems. The great numbers of articles produced, particularly by American scientists, places a significant strain on those journals to increase the number of issues published per volume. At the same time, the problem is compounded by the need to publish scientific and technical information when it is of greatest potential value to others, that is, when it is most current. These problems combine to create a problem for editors in controlling the writing quality of submitted manuscripts. Standards of scholarship must constantly be balanced against the need for current information (15, p. 1014). Further, the emergence of interdisciplinary fields have created the need for mission-oriented, as opposed to traditional discipline-oriented journals (15, p. 1015). There is a growing tendency for articles to be verbose and poorly written. To partially counter this, the technical writer has appeared (17, p. 202).

The market for scientific and technical literature is limited largely by the number of scientists who are active at any given time. Sales are slow, quantities small. Sales promotion techniques have proven ineffective. Costs of production are high, driven up by the large number of tables and diagrams employed and by the need for high quality materials caused by the high amount of use these materials will receive (17, p. 199-200).

The problems of producing textbooks for scientific and technical subjects also multiplied. Emphasis shifted from "one-man" books to volumes produced by multiple authors (17, p. 203). Numbered series of scientific monographs and treatises became more common, eating up larger portions of library budgets as librarians committed funds to acquiring the complete sets (17, p. 204). Further, as scientific books age, the knowledge which they represent quickly becomes obsolete. While quite expensive, scientific and technical books tend to lose their value rather quickly.

The problems of high volume, high costs, diminishing manuscript quality and the need for fast dissemination associated with scientific and technical material have increased dramatically during the post-war period and, while partial solutions like electronic and synoptic publication have been proposed, they have not received wide acceptance.

Association Publishing

The bulk of scholarly periodicals are published by associations and learned societies. The publications produced by associations are generally available only to members and are often the primary, if not the sole, reason for membership for many. The dues paid for membership frequently reflect the cost of the publications with a nominal charge for actual membership (18, p. 137). Occasionally associations produce monographs as well as periodicals. Such issues are usually restricted to titles that are expected to sell fewer than 2,500 copies, often fewer than 1,000 (17, p. 205). Since publication is one of the primary functions of associations, this area of scholarly publishing is likely to remain much the same as it is at present. Rising publication cost probably account for most of the rapid increases in association and learned society membership dues experienced in recent years. The associations are in the same no-win situation as many other elements of scholarly publishing in that, if dues are to be reduced, the publications will have to cease to be a benefit of membership while, if that step is taken, no doubt many members of associations will resign. We may thus expect cost of association publication and membership to continue to rise.

Foundations

Foundations, organizations which are nongovernmental and non-profit, having an independent funding source, have engaged in substantial publishing ventures during the period. Foundation publications usually have a corporate, rather than an individual author (19, p. 117). When foreign orders for U.S. scholarly periodicals fell off in 1941, foundations provided most of the money which allowed them to continue to operate. Funds provided by foundations made possible the publication of substantial works of scholarship for which limited sales markets existed. Notable examples of foundation publication of this sort are the Dictionary of American Biography, the Dictionary of American English, and the Union List of Serials (6, p. 522). During the 1950's, an average of 200 foundations were set up each year (19, p. 126).

The bulk of foundation funds, however, is earmarked for research, while little is generally provided for dissemination of the results of research (12, p. 43). Foundations will have to be encouraged to provide a higher level of support for dissemination in the future. Chester Kerr (20) also suggested that foundations sponsor translation of American scholarly books into foreign languages so as to make them more attractive to foreign markets.

IV. INTERNATIONAL DEVELOPMENTS DURING THE 1960'S

While the issues and trends noted in the previous section continued through the period, they did not develop at a uniform rate around the world. A brief look at six geographically disparate areas should illustrate this unevenness.

Jeanneret (12), a Canadian librarian, writing for and publishing in an Australian journal, discussed problems common to both areas. He noted that an increasing number of manuscripts submitted to scholarly presses by academics whose own institutions did not sponsor a university press continued to impose an unfair burden on existing presses. Foundations in both countries were reluctant to fund publication of research. Much of what was published had little merit beyond furthering the careers of the authors. He noted that the value of information as an economic good is not properly understood. He recommended greater willingness by universities to invest in presses for the purpose of disseminating scholarship.

A tour through Africa in 1964 by officials of the Association of American University Presses revealed that university presses there were in an embryonic state. Among the problems which African scholars faced were the presence of British, French, and African academic traditions, an externally-oriented body of scholars, and extremely poor internal communications (21, p. 49).

On the same trip, much different conditions were noted in Asia. There, the scholarly publishing enterprise existed in various stages of development in 1964 at 45 institutions. While it was estimated that Asian scholarly production warranted the capacity of 12 fully staffed, expert university presses,

only 3 existed. The development of the needed capability was being retarded by inter-university rivalries and government policy (21, pp. 44-47).

Conditions in India were reported in 1963 by Banerjea (22). Top-ranking Indian scholars preferred publication in foreign journals, while 253 domestic journals were flooded with the work of young scholars.

The British picture in 1970 was quite different. Perry (23) contrasted British scholarly publishing with its American counterpart. In Britain, where there are fewer universities, trade publishers do much of the work of American university presses. English university presses are not tax-exempt, so that they not only publish textbooks, which are quite lacrative, but also attempt to reach a wider audience of educated people. Actual university press work in Britain is dominated by the Oxford and Cambridge presses. In addition, British academics are not subjected to the same pressure as American schclars to publish in order to gain recognition and advancement. Thus, English scholarly publishing is closely integrated with trade publishing.

In addition to Jeanneret's comments, Dill (24) noted that most purely scientific Canadian journals were sponsored by the government in cooperation with learned societies.

As can be concluded from the foregoing, scholarly publishing existed in a number of different developmental stages at any given time during the period under consideration. It is thus difficult to generalize about the effort as a whole on any but the most general terms. In the section that follows, some financial and production data for the period will be examined and noted, and some generalizations attempted.

V. PRODUCTION AND FINANCE

As noted in the previous section, it is difficult to generalize about the international scholarly publishing enterprise during the period. The data available regarding sales and production volumes are not uniform nor are they international in scope. Thus, our consideration will be confined to the United States.

An examination of Table 1, derived from the source cited, reveals a steady growth rate between 1945 and 1970 in U.S. book production.

TABLE 1

U.S. Book Production by Year: 1945-1970 (1, p. 808)

YEAR	TITLES	% + or -	YEAR	TITLES	% + or -
1945	6,548	-	1958	13,462	02.4
1946	7,735	18.1	1959	14,876	10.5
1947	9,182	18.7	1960	15,012	00.9
1948	9,897	07.7	1961	18,060	20.3
1949	10,892	09.1	1962	21,904	21.2
1950	11,022	01.1	1963	25,784	17.7
1951	11,255	02.1	1964	28,451	10.3
1952	11,840	05.1	1965	28,595	00.5
1953	12,050	01.7	1966	30,050	05.0
1954	11,901	-01.2	1967	28,762	-04.2
1955	12,589	05.7	1968	30,387	05.6
1956	12,538	-00.4	1969	29,579	-02.6
1957	13,142	04.8	1970	36,071	21.9

% increase for period - 450.8

After the war, production rose diamatically during 1946 and 1947. It fell to more modest levels in 1948 and fluctuated between modest growth and shrinkage until 1959, when a substantial one year increase occurred, only to be followed by a decrease the next year. Production peaked again sharply in 1961. This period of substantial growth declined slowly until 1965, when it dropped sharply again. Production growth was retarded again until it jumped sharply in 1970. Possible explanations for the three peaks, 1946-47, 1961-64, and again in 1970 might be the following. An accumulation of scientific knowledge during World War II, which necessarily had to await the end of the war for dissemination may be responsible for the first peak. The second peak may be the result of increased emphasis on scientific and technical research which was brought about by the United States space program which assumed first priority status following the successful orbiting of Sputnik I in 1957. The third rise, in 1970, may be the first appearance of research results added to the corpus of scientific knowledge as the combined result of the American space program which reached its zenith in 1969 with the successful completion of the first manned lunar mission, and the increased level of research brought about by the war effort in Vietnam. While these speculations are necessarily simplistic, they do help to explain, in an intuitive way, the variance in production.

Table 2 below summarizes the growth of U.S. book production for five-year periods during 1950-1975.

TABLE 2

U.S. Book Production: 1950-1975

YEAR	TITLES	% + or -
1950	11,022*	-
1955	12,589*	14.2
1960	15,012*	19.2
1965	28,595+	90.4
1970	36,071+	26.1
1975	39,372+	9.1

% increase for period - 257.2

* (25)
+ (26)

The picture provided by Table 3, also derived from the source cited, is different.

TABLE 3

Number of U.S. Periodical Titles by Year: 1945-1970 (1, p. 810)

YEAR	TITLES	% + or -	YEAR	TITLES	% + or -
1945	6,569	-	1958	8,927	02.3
1946	6,693	01.8	1959	9,004	00.8
1947	7,083	05.8	1960	8,422	-06.4
1948	7,346	03.7	1961	9,275	10.1
1949	7,570	03.0	1962	9,483	02.2
1950	6,960	-08.0	1963	9,643	01.6
1951	7,635	09.6	1964	9,798	01.6
1952	7,711	00.9	1965	8,990	-08.2
1953	7,792	01.0	1966	10,002	11.2
1954	8,092	03.8	1967	9,238	-07.6
1955	7,648	-05.4	1968	9,400	01.7
1956	8,718	13.9	1969	9,434	00.3
1957	8,722	00.0	1970	9,573	01.4

% increase for period - 45.7

The figures for U.S. periodicals suggest fewer explanations than those for book production during the period. Aside from the fact that the new growth of serial titles during the period was a relatively small 45.7%, the picture is one of cycles of slight gains followed by losses. The cycles are generally of five years duration, increasing during the first four years as in 1945-1949, followed by a decline in 1950. This same pattern is repeated during the 1951-1955 period and again in the 1956-1960 and 1961-1965 periods. The period 1966-1970 was different,

however, showing a loss in 1967, followed by slight increases thereafter. Perhaps these patterns are indicative of characteristics of periodical publishing. The present writer does not wish to further obscure understanding of this pattern with idle speculation.

Turning to the financial aspects of publishing during the period, Table 4 provides the basis for comparison between net dollar sales and number of copies sold by representative commercial publishers and by representative university presses during the period 1966-1970.

TABLE 4

Comparison of Net Dollar Sales and Number of Copies Sold of Books of 2 Commercial Publishers and 3 University Presses: 1966-1970

2 Commercial Publishers (27, vol. 1, p. 118)

YEAR	NET DOLLAR SALES	# COPIES SOLD
1966	$32,761,000	6,906,000
1967	$35,098,000	7,208,000
1968	$39,416,000	7,550,000
1969	$42,442,000	8,086,000
1970	$47,782,000	8,974,000
	% increase - 45.8 $ increase - $15,021.000	% increase - 29.9 unit increase - 2,068.000

TABLE 4 (cont.)

3 University Presses (27, vol. 1, p. 119)

YEAR	NET DOLLAR SALES	# COPIES SOLD
1966	$3,814,000	1,932,000
1967	$4,410,000	1,896,000
1968	$4,771,000	2,120,000
1969	$5,377,000	1,988,000
1970	$5,590,000	2,177,000
	% increase - 46.5 $ increase - $1,776,000	% increase - 12.6 unit increase - 245,000

From Table 4, the following may be noted. While the percentage increase of net dollar sales for the period was similar for both classes of publishers, 45.8% for commercial and 46.5% for university press publishers, the percentage increase in the number of copies sold by commercial publishers, 29.9%, was more than twice the rate for university presses, which increased by only 12.6%. It appears, then, that since net dollar sales increased in similar proportions while number of copies sold increased by only one-half the rate for commercial publishers, university press book production costs or profits rose nearly twice as fast during the period. Table 5 will facilitate same refinement.

TABLE 5

Comparison of Profitability of Book Sales by 2 Commercial Publishers and 3 University Presses: 1966-1970.

2 Commercial Publishers

YEAR	NET DOLLAR SALES	# COPIES SOLD	NET PROFIT/VOLUME
1966	$32,761,000	6,906,000	$4.74
1967	$35,098,000	7,208,000	$4.86
1968	$39,416,000	7,550,000	$5.22
1969	$42,442,000	8,086,000	$5.24
1970	$47,782,000	8,974,000	$5.32

$ increase in profit per volume for period - .58
% increase in profit per volume for period - 12.2

3 University Presses

YEAR	NET DOLLAR SALES	# COPIES SOLD	NET PROFIT/VOLUME
1966	$3,814,000	1,932,000	$1.97
1967	$4,410,000	1,896,000	$2.32
1968	$4,771,000	2,120,000	$2.25
1969	$5,377,000	1,988,000	$2.70
1970	$5,590,000	2,177,000	$2.56

$ increase in profit per volume for period - .59
% increase in profit per volume for period - 29.9

While the increase in profit per volume for the period was similar, 58¢ for commercial publishers and 59¢ for university presses, the percentage increase in profit per volume was only 12.2% for commercial publishers while university presses enjoyed a 29.9% increase in profit per volume during the period. However, in 1970, commercial publishers received an average of $5.32 per volume as profit while university presses received only $2.56 per volume, 48.1% less than their trade counterparts. It appears, then, that university presses were attempting to increase their profit per volume relative to volumes sold during the period. Doing so would provide greater resources for the subsidizing of highly specialized scholarly works likely to have small audiences. Increasing the profit per volume of university press books would also strengthen the publisher's position when requesting funds from the parent university. Administrators are more likely to commit further resources to a press that utilizes them effectively.

Turning to a second major component of scholarly publishing, journals, it is important to note that, while figures for the 1945-1970 period were not found by the writer, some insight into trends in journal publication may be gained from the following.

TABLE 6

Relative Shares of Scholarly Journals, Other Journals, and Nonjournal Periodicals Published in the United States: 1975 - (27, vol. 2, 17)

Scholarly Journals		Other Journals		Nonjournals		All Periodicals	
Number	%	Number	%	Number	%	Number	%
2,253	26.8	1,922	22.8	4,239	50.4	8,414	100.0

As shown in Table 6, only 26.8% of all periodical titles, 2,253, were scholarly in nature in 1975. The majority, 6,161 titles, or 73.2% of 1975 periodical titles, were non-scholarly.

Table 7 shows the average number of pages of 86 journals by type of publishers during the 1970-1975 period.

TABLE 7

Average Number of Pages of 86 Journals by Type of Publisher: 1970-1975. (27, vol. 2, p. 191)

Type	# of Journals	1970	1971	1972	1973	1974	1975	% Change
Learned/ Professional Soc.	38	1,500	1,470	1,550	1,480	1,480	1,440	-4.0%
University Press	18	490	580	570	480	510	520	6.1%
Commercial Pub.	30	1,350	1,470	1,500	1,630	1,640	1,610	19.3%
All Publishers	86	1,240	1,280	1,330	1,320	1,330	1,310	5.6%

While the percentage change for all publishers for the period was 5.6%, the average number of pages in journals produced by learned and professional societies declined by 4%. The increase in pages in commercially published journals, 19.3%, may well reflect substantial increases in advertising.

Table 8 shows the average prices for periodicals during 1966-1976, calculated by the American Library Association.

TABLE 8

Average Prices for Periodicals, Calculated by the American Library Association: 1966-1976. (27, vol. 2, pp. 70-71)

1966	1967	1968	1969	1970	1971	1972
$ 7.32	$ 7.90	$ 8.44	$ 9.04	$10.09	$11.18	$12.64

1973	1974	1975	1976
$14.95	$16.42	$18.69	$21.14

Percentage of Increase

1966-1971	1971-1976	1966-1976
52.7%	89.1%	188.8%

Thus, while only growing modestly in physical size, journal prices in the relatively short 1966-1976 period increased by 188.8%, much of which occurred after 1970, the nominal limit of our discussion. However, the 37.8% increase in journal prices which occurred during the 1966-1970 period was certainly indicative of what followed in subsequent years.

Turning, finally, to libraries, Table 9 shows expenditures for books and periodicals by 119 libraries between 1970 and 1976.

TABLE 9

Expenditures for Books and Periodicals by 119 Libraries: 1970-1976 (27, vol. 3, p. 54)

YEAR	BOOKS	% OF TOTAL	SERIALS	% OF TOTAL	TOTAL PURCHASES
1970	$28,007,000	63.1	$14,236,000	32.0	$44,419,000
1971	$26,338,000	59.1	$15,797,000	35.4	$44,571,000
1972	$25,669,000	56.6	$17,434,000	38.4	$45,393,000
1973	$26,744,000	55.3	$18,649,000	38.5	$48,382,000
1974	$27,388,000	51.8	$22,333,000	42.3	$52,835,000
1975	$27,433,000	48.7	$24,938,000	44.3	$56,311,000
1976	$29,225,000	47.3	$28,631,000	46.3	$61,782,000
	% Change +4.3%		+101.1%		+39.1%

While total expenditures for books increased by only 4.3% over the period, expenditures for serials increased by 101.1%, a disproportionately large amount of the 39.1% overall increase in expenditures for materials by the 119 libraries. By 1976, serials, representing 32.0% of total expenditures, had increased to 46.3% of the total, while book purchases, representing 63.1% of materials expenditures in 1970 declined to only 47.3% by 1976.

Table 10 represents expenditures for materials and personnel by all academic libraries, the primary market for scholarly publications, for selected years between 1960 and 1975.

TABLE 10

Expenditures for Materials and Personnel by All Academic Libraries in the United States for Selected Years.

(27, vol. 3, p. 66)

YEAR	# LIBRARIES	MATERIALS	% of TOTAL	WAGES & SALARIES	% of TOTAL	TOTAL EXPENDITURES
1960	1,951	$ 40,700,000	29.7	$ 84,100,000	61.3	$ 137,200,000
1964	2,140	$ 79,000,000	32.1	$145,000,000	59.0	$ 246,000,000
1968	2,370	$187,914,000	36.9	$247,057,000	53.8	$ 509,798,000
1969	2,431	$212,891,000	36.4	$317,485,000	54.3	$ 584,848,000
1971	2,535	$247,668,000	33.6	$417,347,000	56.6	$ 737,533,000
1973	2,887	$282,194,000	32.6	$469,545,000	57.5	$ 866,838,000
1975	2,972	$327,904,000	31.0	$654,042,000	61.8	$1,058,750,000
% change 1969-1975		+22.2%	+54.0%	+106.0%	+81.0%	
% change for period		+52.3%	+705.6%	+677.6%	+671.6%	

While the number of libraries rose by 52.3% during the period, expenditures for materials rose by 705.6% while wages and salaries grew by 677.6%. However, much of the growth was experienced prior to 1969, after which the number of libraries increased by 22.2%, while materials expenditures grew by only 54.0%, with wages and salaries claiming a 106.0% gain. This pattern is part of the overall slowing trend in library growth during the latter part of the period, 1969-1975.

In summation, while the number of book titles published during the 1945-1970 period increased by 450.8%, periodical titles increased by only 45.7%. Of extant periodicals, those which were scholarly comprised only 26.8%, or 2,253 of 8,444 titles published in the United States during 1975. While average pages decreased by -4.0% in scholarly periodicals during the period 1970-1975, the average prices for periodicals in general rose by 188.8% during the 1966 to 1976 period. The picture, then, from the point of view of university presses, was ominous. A sharply increasing number of book titles were competing with a more slowly growing number of serial titles, whose prices rose significantly. Serials, of course, must be repurchased year after year to insure continuity and, thus, their value. They are an ongoing purchase. The book, by contrast, is purchased only once. One or another book may be passed up for acquisition with only minimal negative impact upon the overall collection, while the lapse of a single issue from a periodical run diminishes the value of the entire title.

Decisions have tended to be made in favor of continuing serial subscriptions. During the period 1970-1976, while total library expenditures increased by 39.1%, expenditures for books increased by only 4.3%. A whopping 101.1% increase in materials spending went to journals. Clearly, then, the choice between acquisition of new books and continuation of serial subscriptions has been resolved in favor of serials, providing a declining market for university press books, which are increasing in number for faster than serial titles.

At the end of the period under consideration, then, university presses faced a substantial challenge to expand their market or else face serious curtailment of their scholarly publishing activities.

VI. OBSERVATIONS AND CONCLUSIONS

Scholarly publishing exists in numerous stages of development throughout the world. Generalizations are difficult. American, British, Western European and Soviet scholarly publishing appears more highly developed than efforts in other parts of the world.

Although clearly noted at the beginning of the period, the problem of relating academic promotion and tenure decisions to publication persists, particularly in the United States. The continuation of the present state of affairs is likely to sustain current pressure on existing channels of scholarly publishing. While new channels have been proposed, none have been widely embraced.

The experience of World War II clearly established the relationship between military and political power and the availability of knowledge and information. The primary vehicles for the dissemination of scholarship, the journal and the university press book, have taken on a serious challenge in attempting to provide that information. More university presses are needed to accommodate the output of scholars, most of whom are employed at institutions without presses.

The cost of publication of scientific and technical material continues to rise rapidly, while the potential audience for such work is increasing more slowly. The difficulties of publishing this type of material are compounded by the need for timely dissemination. Alternative dissemination methods have been proposed but have not been adopted.

Rising costs of scholarly periodicals have been reflected

in increased dues for learned and professional societies. In many cases, prohibitive costs forced scholars to choose between complementary organizations whereas membership in both was formerly common. Hence, the membership rolls of various organizations may shrink, causing further increases in publication costs, further restricting dissemination of scholarship. Perhaps foundations can be encouraged to subsidise the publication of journals published by learned societies.

Finally, as the growth of library acquisitions budgets continues to level off, libraries in effect, become a shrinking market for a product which is becoming more plentiful. If university presses and scholarly journal publishers are to continue to perform their vital dissemination and archival functions, wider markets and additional sources of subsidy must be sought.

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